



Preventing accidental injury.

2005 Annual Report

Safe Kids Kansas, Inc. is a nonprofit coalition of 67 statewide and regional organizations and businesses, 5 local Coalitions, and 31 local Chapters. The mission of Safe Kids Kansas is to protect Kansas children ages 0-14 from accidental injury. Safe Kids Kansas is a member of Safe Kids Worldwide and is a federally recognized tax-exempt organization. Safe Kids Member representatives and action committees meet on a quarterly basis, with the Board of Directors meeting monthly.

Accidental injury is the number one cause of death among children ages 1-14 in Kansas. Each year one out of four children needs medical attention for an accidental injury. We know our efforts are needed because as many as 90 percent of accidental injuries can be prevented. While there is no simple way, no one device or solution, to effectively prevent all types of accidental childhood injuries, Safe Kids combines several factors to create programs that reduce injuries to our children:

- Educating adults and children
- Creating safe environments, including provision and correct use of safety devices
- Advocating for effective public policy

The accidental injury death rate for Kansas children age 0-14 in the ten years following the founding of Safe Kids Kansas has decreased 24% when compared to the previous ten years. Keeping children safe is an investment ---in their lives and in the future of Kansas. With education, resources and better laws to protect our children, we are making a difference.

Funding from a variety of sources, including the Kansas Department of Health and Environment (KDHE), State Farm, Emergency Medical Services for Children Program, Kansas Department of Transportation (KDOT), United States Fire Administration (USFA), Safe Kids Worldwide, and General Motors, as well as considerable in-kind support from member organizations allowed Safe Kids to implement the following programs in the state:

Buckle Up:

- Safe Kids Kansas continued to operate two Mobile Child Safety Seat Check Up Vans (one stationed in Lawrence and one in Wichita) to facilitate child safety seat education programs and check-up events in local communities. Since beginning the Mobile Van program in 2000, the vans have traveled over 52,000 miles to 539 community events at which 8,574 seats have been checked.
- An additional 25,690 seats have been checked at 822 local check-up events; for a total of 34,264 seats checked.

- One hundred one (101) permanent child passenger safety fitting stations are also in operation around the state.
- In addition to van and community events, the BUCKLE UP program also provides child safety seats to low income families. In the last six years, 16,572 child safety seats and booster seats have been distributed to low-income families through the program. During 2005, Safe Kids Kansas continued the distribution of special needs car seats. A total of 34 special needs seats have been distributed in the last two years.
- During the year, 46 child passenger safety trainings and workshops were conducted, training 363 advocates. Currently 357 CPS Technicians (4-day training) and 25 CPS technician instructors have been nationally certified in our state.
- During 2005, Safe Kids Kansas in partnership with State Farm Insurance and KDOT, sponsored the second annual Bucks for Buckles Program. On Friday, September 2, volunteers rewarded drivers and passengers who were “caught” properly restrained, with a dollar bill. The program was implemented in 40 Kansas communities where a total of \$6,000 was distributed.
- The program is a recipient of the Excellence in Accountability Award from Safe Kids Worldwide. The program has been credited with 28 lives saved in the past six years.

Cycle Smart:

- Safe Kids’ three *Ready to Roll* bike rodeo kits were utilized at 37 community events around the state.
- The Coalition also facilitated local bike safety programs in 108 communities and distributed low cost or free bicycle helmets to 6,570 youth. Local Coalitions distributed an additional 2,821 helmets. Since the program’s inception, a total of 88,664 helmets have been distributed to Kansas children; 73,559 by Safe Kids Kansas and 15,105 by local Coalitions.
- The program was the recipient of the National Bell Sportsmanship Award in 2000, 2001, 2004 and 2005 for outstanding work in the area of bicycle safety. The program also received the Secretary’s Award for Excellence, the highest award given to community health promotion programs by HHS. The program has been credited with 10 lives saved.

Body Walk:

- Safe Kids Kansas continued its partnership with the Kansas State Department of Education to sponsor Body Walk for K-5th grade students. During the Body Walk, students learn about the brain and how important a helmet is in protecting the brain from injury.
- The interactive program was presented at 110 schools throughout the state in 2005, reaching 28,000 students. Each participating school received two bike helmets to award as incentive prizes to students.

Get Alarmed:

- During 2005, the Coalition distributed 2,002 smoke detectors and 234 Carbon Monoxide (CO) detectors through local programs in the state. A total of 14,631 smoke detectors and 1,170 CO detectors have been distributed since implementation of the program.
- The Coalition received funding from USFA to facilitate the development of fire injury prevention programs in Pottawatomie/Wabaunsee Counties, Cowley County, and Montgomery County.

- Five local Coalitions facilitated juvenile fire-setter prevention activities through the Y-FIRE program.
- The Get Alarmed program is a recipient of the First Alert McLean Stevenson National Award for outstanding work in the area of fire safety.

Emergency Response Training:

- Safe Kids operates a bilingual interactive 9-1-1 simulator, which helps children learn how to properly react during an emergency situation and how to properly use 9-1-1 in their area.
- In the last three years, more than 7,500 children and adults completed the simulation and education program at 58 community events.

Walk This Way:

- Safe Kids sponsored the seventh annual Walk to School Day in Kansas on October 5. Events were held by 40 local community groups. Reflective backpack tags were distributed to participating children.
- Since the program's inception, 83,872 children ages 5-9 have participated in the program.

Get In the Game:

- Safe Kids Kansas, in partnership with the Kansas Council on Fitness, encouraged kids to "Follow the Leader...Safety Starts With You" during Safe Kids Week 2005 – April 30-May 7. Special Safe Kids stations were included at Kansas Kids Fitness and Safety Day events held at 42 local sites across the state on Friday, May 6. A total of 19,737 third grade students and 1,250 adults tested their safety skills in interactive relays which included "*Stop, Drop & Roll*," "*Dial 9-1-1*," "*BEEP BEEP*" (smoke detector test), and "*Swim Safe*" (life jackets). All participating students received the Follow the Leader Safety Checklists.
- At Cedar Crest, the Governors Residence in Topeka, students were greeted by Governor Kathleen Sebelius and Safe Kids Kansas 2005 Safety Star, McKenna Tauer. Sports teams led attendees in warm ups to prepare for the active day. Coastie, a robot in the form of a Coast Guard tugboat presented a water safety message to participating children.
- Later in the week, local Coalitions held safety fairs, bike rodeos and child passenger safety events attended by an additional 1,250 children.

Local Activities:

- During 2005, five new communities were approved as local chapter affiliates of Safe Kids Kansas: Ellis, Leavenworth, Mitchell and Wilson Counties and the city of Emporia. In addition, the Manhattan Chapter expanded their efforts to cover all of Riley County. Kansas now has five local Coalitions and thirty local chapter affiliates covering 73% of Kansas children age 0-14.
- During the year Safe Kids Kansas hosted bimonthly conference calls for local chapters and Coalitions and responded to 526 technical assistance requests from local health departments, schools, health care providers, and community groups on a wide variety of child safety issues.
- Safe Kids Kansas was chosen by Safe Kids Worldwide as a pilot state for their new State Governance model.

- Local programs initiated a variety of innovative injury prevention programs throughout the year such as babysitting workshops, and PFD and water safety day at the lake. Additional safety devices were distributed by local programs around the state, including 2,751 gunlocks, 806 baby bath thermometers, 115 Personal Flotation Devices (PFD's) and 30 outlet covers.

Public Information and Education:

- Safe Kids Kansas continued its public information campaign targeting specific times of the year with the distribution of 60 press releases to over 450 statewide media outlets in 2005. In addition to newspaper publication of the releases, Safe Kids staff responded to requests for 69 radio and television interviews from media.
- In the last eleven years, 2,844 calls from the public with questions about child safety issues have been received via the toll-free line utilized by the Coalition.
- The Safe Kids web site at www.kansassafekids.org received approximately 61,992 hits during the year.
- The Venture Mobile Child Safety Seat Check-Up Van was on display at the Kansas State Fair for 10 days in September during which time it was one of the designated places for children to go for the scavenger hunt sponsored by the Kansas Department of Health and Environment.
- Safe Kids implemented a new branding identity, including a new logo, with a public launch on July 1.
- Safe Kids continued its partnership with the Kansas Coordinated School Health Program.

Policy and Advocacy:

- A Policy Platform and Policy Priorities were adopted by the Coalition for 2005.
- The Coalition utilized the services of a volunteer Legislative Liaison who fielded daily requests from legislators and participated in legislative meetings and hearings on behalf of Safe Kids. Safe Kids worked with legislators to introduce a booster seat law that passed the Senate, but failed in the House. Legislative updates on safety legislation were sent to over 600 individuals and 26 organizations for distribution during the session.
- Safe Kids co-sponsored Child Advocacy Day 2005 in Kansas on February 22 that provided 500 child advocates from all over the state the opportunity to gain new information about injury prevention policy issues in our state. Forty legislators and 160 advocates attended the legislative breakfast the morning of the conference.
- Coalition members served on the Preventive Health Block Grant advisory committee and assisted KDHE in the development of new foster care regulations.